

Submitted: June 29, 2016

Approved: June 29, 2016

MINUTES OF THE CITY OF ROCKVILLE SIGN REVIEW BOARD
MEETING 04-2016
May 18, 2016

The City of Rockville Sign Review Board convened in regular session in the Black Eyed Susan
Conference Room at 9:00 a.m., May 18, 2016

Members Present: Ms. Ruth Hanessian
Mr. Jay Feinstein
Mr. Joe Anastasi, Alternate

Staff Present: Deane Mellander, Zoning Administrator
Tamara Dietrich, Inspection Services Division

Applicants Present: See Sign in Sheet

I. PUBLIC HEARING

SRB2016-00592 – 15100 Frederick Road, Papa John's Pizza

This modification request is for two building signs that do not meet the shopping center's sign concept plan of white channel letters.

The applicant is requesting to utilize the corporate colors of red channel letters with green and white highlights. This shopping center does have red channel letters in their sign concept plan for the main building that is set further back from Frederick Road. The sign concept for the building where the applicant is located is white channel letters. These proposed signs are the company's corporate color and logo.

Discussion with Steve Christner of Sterico Signs and Andy Freitas owner of Papa John's.

Mr. Anastasi motioned to approve, Mr. Feinstein seconded. The motion passed unanimously by 3-0 vote.

SRB2016-00590 – 1401 – 1405, 1413 Research Blvd., Research Row

This application was deferred from the April 6, 2016 Sign Review Board meeting.

This modification request is to exceed the 150 square feet of allowable signage on record lot in a MXE zone. This property has an existing building and four proposed buildings. The applicant is requesting 3,836 square feet of signage for the property.

This record lot consists of 3 ownership lots, meaning that each lot is designated as a separate and distinct parcel of land for purposes of ownership on a legally recorded ownership plat filed among the land records of the County. The MXE zone allows 250 square feet of total signage for the entire record lot which includes all of the ownership lots combined. The applicant is requesting four (4) freestanding signs. One freestanding sign adjacent to Interstate 270 with 100 square feet of sign face area where the ordinance permits a maximum of 100 square feet. In addition, the applicant is proposing two (2) freestanding signs at each entrance to the property from Research Boulevard and West Montgomery Avenue. One sign is 50 square feet in sign face area and the other sign is 27 square feet of sign face area. The last freestanding sign is located at the corner of Research Blvd. and West Montgomery Avenue. Fifty (50) square feet is permitted per the sign ordinance and only one (1) of the smaller freestanding signs is permitted. The applicant is also requesting that all of the signs on the property be different in color, type, style, etc. including all proposed tenant signs.

The property is located in the MXE zone. Unlike the Sign Regulations for other zones, the total area of all signs in this zone is limited to 250 square feet *per record lot*. The MXE zone now permits retail uses as of March 2009. This property will be the first property in the MXE zone to request additional signage for the new proposed retail uses. If the Sign Review Board approved the application, the applicant has stated in their transmittal letter that if any of the buildings are not build that any approved signage for that building would be unused.

Discussion took place with the following votes for each individual sign:

Sign M1.2 – Mr. Anastasi moved to approve as submitted, Mr. Feinstein seconded. The motion passed by unanimous vote 3 – 0.

Sign M2 – Mr. Anastasi moved to approve as submitted, Mr. Feinstein seconded. The motion passed by unanimous vote 3 – 0.

Sign M1.1 – Mr. Anastasi moved to approve as submitted, Mr. Feinstein seconded. Mr. Feinstein – Yes, Mr. Anastasi – No, Ms. Hanessian – No. The motion was denied by 1 – 2 vote.

Sign Bldg. A – Ms. Hanessian moved to approve 500 square feet of signage, Mr. Anastasi seconded. The motion passed by unanimous vote 3 – 0.

Sign Bldg. B – Ms. Hanessian moved to approve 700 square feet of signage, Mr. Feinstein seconded. The motion passed by unanimous vote 3 – 0.

Sign Bldg. C – Ms. Hanessian moved to approve to follow regulation signs as in the MXCD zone, Mr. Feinstein seconded. The motion passed by unanimous vote 3 – 0.

Sign Bldg. D – Ms. Hanessian moved to approved 250 square feet of signage, Mr. Feinstein seconded. The motion passed by unanimous vote 3 – 0.

Sign Bldg. E – Mr. Anastasi moved to approve 277 square feet of signage, Mr. Feinstein seconded. The motion passed by unanimous vote 3 – 0.

Freestanding signs total – 177 square feet.

Total building signage – 1727 square feet.

Bldg. C – will have signage as approved per individual tenants as in the MXCD zone.

II. MINUTES – *Mr. Anastasi moved, seconded by Mr. Feinstein, to approve the Minutes for Meeting 03-2016. The motion passed by unanimous vote.*

III. OLD BUSINESS – None

IV. NEW BUSINESS – None

V. ADJOURN – Meeting adjourned at 10:45 am.

The next meeting of the Sign Review Board is scheduled for Wednesday, June 29, 2016 at 9:00 AM in the Black Eyed Susan Conference Room, located on the 3rd floor of City Hall.